

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
November 17, 2020

Board Members Attending: John LaBarbera, Alan Rosenberg, Terry Tolan, Tyler Allen, Heather McHold, Keith Runyon, Ellen Call, Abby Shue, Ann Coffey, Andrew Simon, Wendy Sirchio, Cedric Powell, Holly McKnight, Ankur Gopal

Absent: Eric Carrig, Marita Willis, Susan Moss, Jose Donis, Nat Irvin

Staff Attending: Ellen Oost, Stephen George, Dennis Stovall

Guests: Rod Neaveill, Becky Phillips and Theresa Batliner from MCM

The meeting was held via Zoom due to COVID-19.

Eric Carrig was absent, so Wendy Sirchio called the meeting to order at 3:33 p.m.

- I. Wendy welcomed everyone, especially the new members of the Board, and asked everyone to briefly introduce themselves.
- II. Then Wendy asked for approval of the September meeting minutes. Abby made a motion to approve the minutes which was seconded by Andrew and all voted in favor.
- III. Abby asked if there were any questions related to the October financial statements, and shared the notes in the major giving category. With no questions, she introduced the auditors from MCM for the audit presentation:
- IV. Becky and Theresa then presented the draft audit of the fiscal years ending June 30, 2020 and 2019.
 - a. After their presentation, Abby made a recommendation on behalf of the finance committee to approve the audit. Alan made a motion to approve, Heather seconded, and all voted in favor.
- V. Stephen then gave the President's Report:
 - a. We are pleased to share the news that we received an unexpected bequest from a longtime listener in the amount of \$282,000. The generous gift has been added to our reserves until we have use for it. Our goal is that it will be utilized for something transformational at the organization.
 - b. Personnel update:
 - i. Suhail Bhat started at the end of September as our Data Reporter. His time is split between LPM and the Ohio Valley ReSource.
 - ii. Kiana Benhoff started this month as our new Education Manager at WUOL. She is working on reimagining music education at a time when you can't get into classrooms in person.
 - iii. We are still actively searching for WFPL's News Director, but are excited by the diverse and qualified pool of candidates. Four finalists have been identified.
 - iv. The WUOL Music Director search continues.
 - v. Stephen examines turnover rates each year. 2020's turnover and new hires equate to 67% white, 22% Black, 11% persons of color - closely mirroring Jefferson County demographics.

- vi. We have recently started working with MCM to do a pay equity study and to recreate our advancement structure.
 - 1. John mentioned that was something the University of Louisville did recently and that it has made a huge difference.
 - c. A draft DEI Report, our first ever public report, was sent to board members prior to the meeting for review. It had previously been reviewed by the staff and Community Advisory Board. Stephen has already gotten some great feedback and will make adjustments, especially to widening the “Rooney Rule” and making more specific goals to WFPK’s demographics for their playlist. After those changes, he plans to share the report with the public on December 1st.
 - d. Stephen provided an update on the WFPL news expansion:
 - i. We recently hit the \$1,000,000 mark toward our goal of raising \$1,500,000 for the project.
 - ii. Ann and others offered their congratulations - this success is huge and unanticipated during these times.
- VI. Heather provided a Development Update:
- a. 35% raised toward our major donor goal for the year. We are slightly ahead of budget toward our operating goal and quite a bit ahead of this time last year.
 - b. Development Committee is working on introducing five people each to LPM. Heather opened that opportunity up to the full board, saying they can contact Ellen if they have ideas and they’ll work together on a plan to make the introductions.
 - c. Ellen then shared some upcoming initiatives including:
 - i. NewsMatch, a national program matching gifts up to \$5,000 to KyCIR. The matching fund is \$16,500 and matches gifts now through Dec. 31.
 - ii. Support Local Business Challenge - a new opportunity for the weeks leading up to Giving Tuesday. Donors now through Dec. 1 can nominate a local business when they make a gift. The business with the most nominations will win a multi-platform sponsorship package with LPM.
 - iii. New Member December (Dec. 7-11).
 - iv. Ellen asked that Board members share these opportunities with their networks.
 - 1. Wendy offered up an idea for New Member December. Last year she gave the gift of membership to a young woman she is friends with who was not familiar with LPM. She is now an avid listener and attended a few events before COVID hit. She recommended others think about young people they could get engaged this way.
- VII. Keith gave a Leadership and Governance Update:
- a. Tyler has been endorsed, and agreed to continue as Chairman of the DEI and Community Engagement Committee for another year. He will be able to continue his leadership of several initiatives underway.
 - b. We have a very exciting new board member nominee whose bio was sent out to the board prior to the meeting. On behalf of the Leadership and Governance Committee, Keith proposed that Jose Gaztambide, CEO of Access Explorer, be named to the Board.
 - i. Ankur seconded this motion - mentioning that Jose previously served as COO at Interapt, and he would bring a lot to the Board.
 - ii. All then voted in favor and Jose will be joining the Board of Directors.
- VIII. With no further business, the meeting was adjourned at 4:48 p.m.